

Amina Johnson

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SUMMARY

Dynamic and results-driven Senior Visual Merchandiser with over 8 years of experience in retail merchandising and brand presentation. Proven track record in enhancing customer engagement and sales through innovative visual displays and strategic planning.

EXPERIENCE

Senior Visual Merchandiser

Jan 2022 - Present

Fashion Forward Inc., Los Angeles, CA

- Increased in-store sales by 35% through the implementation of seasonal merchandising strategies.
- Led a team of 5 visual merchandisers to execute a company-wide rebranding effort, resulting in a 20% rise in customer footfall.
- Utilized Adobe Creative Suite and SketchUp to design and present visually appealing store layouts.

Visual Merchandiser

Mar 2018 - Dec 2021

Trendy Threads, San Diego, CA

- Developed and executed visual merchandising plans that boosted product visibility, contributing to a 15% increase in overall sales.
- Collaborated with marketing teams to align visual displays with promotional campaigns, achieving a 25% increase in campaign effectiveness.
- Trained junior staff on best practices for visual presentation, improving team efficiency by 30%.

Junior Visual Merchandiser

Jun 2015 - Feb 2018

Chic Boutique, San Francisco, CA

- Assisted in the redesign of store layouts, resulting in a 10% increase in average transaction value.
- Conducted market research to identify trends and customer preferences, influencing product placement and visual strategy.
- Supported the visual team in creating displays for promotional events, leading to a 40% increase in event attendance.

EDUCATION

Bachelor of Science in Fashion Merchandising

May 2018

California State University, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Visual Merchandising, Retail Marketing, Customer Experience Design, Trend Analysis

Tools & Frameworks: Adobe Creative Suite, SketchUp, Microsoft Office Suite, POS Systems